



## OMB Supplier Diversity Pilot Project Instructions

### The objective

To increase opportunities for on non-advertised state purchasing opportunities for minority and women owned businesses.

### The process is simple

1. Search for a MWBE vendor.
2. Contact the vendor and wait for a response(s).
3. Submit the online OMB supplier diversity pilot project form.

### How do we measure success?

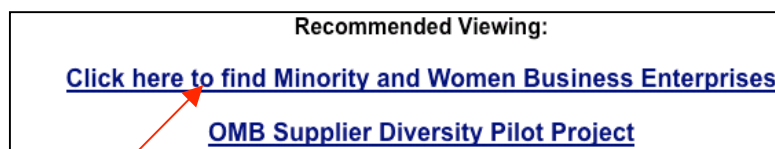
1. The number of attempts an agency uses the MWBE database and submits the OMB supplier diversity pilot project form.
2. The number of attempts an agency uses the MWBE database and submits the no find supplier form.
3. The number of eligible firms an agency encourages to certify with OMWBE that are not currently certified.

You must submit the OMB supplier diversity pilot project information via the OMWBE web site after the purchasing need has been met and/or the MWBE vendor has replied.

**Do not use** the OMB supplier diversity pilot project if desired product/service is on the Government Support Services state use contract list.

**Do not use** the OMB supplier diversity pilot project if the desired product or service is anticipated to exceed the mandatory advertised thresholds.

1. Identify need.
2. Identify time frame for response
3. Identify applicable NAICS code [www.census.gov/naics](http://www.census.gov/naics) – It may be helpful to contact Jay Burks to assist navigating the database [Ljay.burks@state.de.us](mailto:Ljay.burks@state.de.us) or (302) 672-5192 or review the NAICS presentation posted on the OMWBE web site.
4. Identify an applicable vendor(s) from OMWBE database [www.omwbe.delaware.gov](http://www.omwbe.delaware.gov)

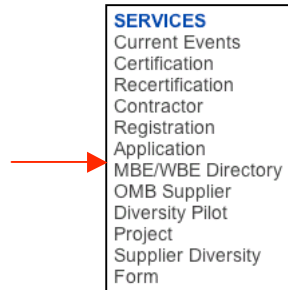


### OFFICE OF THE DIRECTOR

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WEBSITE: [WWW.OMWBE.DELAWARE.GOV](http://WWW.OMWBE.DELAWARE.GOV)



- a. When you find an applicable vendor it may be useful to copy and paste into a Word document. It is also possible to download the OMB supplier diversity Word form. Please remember that the information must be submitted online.



- b. If you are aware of a potential MWBE vendor that is not certified with OMWBE, please encourage the respective vendor to certify with OMWBE
- c. If there is not an applicable MWBE vendor for the respective service, please go directly to the link below, which can be found after clicking the MWBE directory link above and complete the form in the second box below.

**If you are unable to find a Vendor to meet your needs, please let us know. [Click this link and fill out the form](#). It only takes a few seconds.**

Any state agency, school district, municipality or university can utilize the online supplier diversity compliance form. [Click here to find department, division & section numbers.](#)

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**Employee Contact Information**

Project/Request Name:	<input type="text"/>	Reference Number:	1000000003
Employee Name:	<input type="text"/>	Employee Email:	<input type="text"/>
Department:	<input type="text"/>	Division:	<input type="text"/>
	<input type="text"/>	Section:	<input type="text"/>

Describe the Goods/Service you were looking for:

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5. **Database search instructions** – You have the ability to search the database in a variety of ways. The bullet points a - f below correspond with each available option and provide additional information on the various methods. – **Please note you can only search one function criteria field at a time.**

- a. Search by certification number

Search by Certification Number

- This is useful when searching for firms that have identified themselves as certified with the State of Delaware and provide you with a certification number. All numbers start with DE.
- This search method is useful when submitting the OMB supplier diversity pilot project.

- b. Search by NAICS code

Search by NAICS Code  
Use \* as Wildcards. For example, typing 23\* will retrieve all construction related firms with 23 in the beginning of the NAICS code.

- This is useful when you want to explore a broad NAICS industry classification. For example entering 23\* will list all companies starting with 23\* in the beginning of the NAICS code, which is construction.
- This is beneficial if you want to get a broad representation of NAICS codes.

- c. Search by NAICS description

For more information on the North American Industry Classification System (NAICS) please visit [NAICS Homepage](#)

Search by NAICS Description

- This is useful when you are not sure of the particular NAICS code.
- This search method only lists companies with available NAICS codes.
- The NAICS homepage link will provide more information on appropriate codes for respective products and services.

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d. Search by NAICS Description (Partial Entry)

Search by NAICS Description (Partial Entry)

For example typing in **prog** will retrieve all results with prog in the keyword which would include programming, program, programs etc.

- i. This is useful when you want to search based on the description of product or service – For example if a user wanted to find the NAICS code for computer programming. Search prog and the results will produce all codes that have prog in the description. Click the appropriate link and the vendors will populate.

Search Criteria:  
NAICS Description (Partial Entry) like prog

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**Search Results**

- [Administration of Education Programs](#)
- [Administration of Public Health Programs](#)
- [Administration of Human Resource Programs \(except Education, Public Health, and Veterans' Affairs Programs\)](#)
- [Administration of Air and Water Resource and Solid Waste Management Programs](#)
- [Administration of Conservation Programs](#)
- [Administration of Housing Programs](#)
- [Administration of General Economic Programs](#)
- [Regulation and Administration of Transportation Programs](#)
- [Custom Computer Programming Services](#)
- [Cable and Other Subscription Programming](#)

e. Search by company name

Search by Company Name

Please note by using "%" as a wild card your search will be more accurate. For example the search %entr% will produce all companies with "entr" anywhere in the company name.

- i. Do not search by the entire company name. You must use the percent (%) sign before and after the company name you are search to serve as a wildcard. For example, when searching for Goeins-Williams and Associates, Inc. the text in the search should read **%Williams%**



f. Search by firm's products and services keyword

Search by firm's products and services keyword

Please separate words by comma(s)

- i. All vendors do not have a job description loaded and this may limit your search. We encourage you to utilize the NAICS search and then narrow down your vendor choices based on the search results.
- ii. You must include commas when using multiple words.
- iii. You can use the percent sign % to capture the root of the word. For example searching train% will produce all companies with train% in their description.
- iv. Multiple keyword search results – Please note the results are mutually exclusive.

Keyword Search Results		
Keyword	Hit Count	
training	71	<a href="#">Display</a>
computer	35	<a href="#">Display</a>
<input type="button" value="Search Again"/>		

6. Contact the vendor

<b>Flagship Media Indoor Advertising</b>	<a href="mailto:flagshipmedia@comcast.net">flagshipmedia@comcast.net</a>
Delaware Certification Number: DE04020409	
ATTN: Christine Kelly Glavin	
3 Marker Drive	
Wilmington, DE 19810	
302-764-6333 Telephone	
302-375-6420 Fax	
<b>Business Description</b>	
Captive Marketing, Indoor Advertising, Target Marketing, Marketing in Delaware, Design, Advertising, "Guerilla" Marketing, Non-Traditional Advertising, Billboards, Niche Marketing, Gender Based Advertising Capability	
<b>NAICS Description(s)</b>	
NAICS Code: <a href="#">541810 -- Advertising Agencies</a>	
NAICS Code: <a href="#">541830 -- Media Buying Agencies</a>	
NAICS Code: <a href="#">541850 -- Display Advertising</a>	

- a. It may be easier to cut and paste respective vendor record in a Word document and submit once process is complete. You can also download the OMB supplier diversity form and manually track the form information as referenced in bullet point 4a.

7. Wait for response



8. Complete OMB supplier diversity pilot project – Click below link on homepage or left panel of the OMWBE web page.

**SERVICES**  
Current Events  
Certification  
Recertification  
Contractor  
Registration  
Application  
MBE/WBE Directory  
OMB Supplier  
Diversity Pilot  
Project  
Supplier Diversity  
Form

Recommended Viewing:

[Click here to find Minority and Women Business Enterprises](#)

[OMB Supplier Diversity Pilot Project](#)

- Search for contacted vendor by certification number referenced in 5a. Any of the above mentioned search methods in 5 can also be used, but the vendor certification number is recommended
- Your search will produce the below. Please note when you search using vendor certification number you will only produce one result. A search by NAICS code will produce additional vendors and may be more useful if you contacted 3 or more vendors.
- Click certification number to proceed to d
- Please note – If the submission process is started and user clicks the back button browser, the user **must refresh your Internet browser**.

Search Criteria: Certification Number DE03090365			
<input type="button" value="New Search"/>			
<b>Certificate Number</b>	<b>Company Name</b>	<b>Email</b>	<b>Telephone</b>
<a href="#">DE03090365</a>	A & C Environmental Services	aandcenvir.services@verizon.net	215-291-4979
<input type="button" value="New Search"/>			

- Click add another vendor or go directly to the OMB supplier diversity pilot project information submission step.

The following Vendor(s) have been added to your form.

Three is the maximum number of vendors for the form. If you wish to contact additional vendors please submit an additional form.

1. DE03090365 -- A & C Environmental Services

[Add Another Vendor](#)  
[Goto Form](#)

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- f. Supplier diversity pilot project online information submission form
- i. You must enter all contact information – If you do not know your division or section number there is a downloadable table located atop the form.
  - ii. Please enter numbers for department, division and section
  - iii. Vendor information is automatically populated.
  - iv. We encourage feedback to continually improve.
  - v. Click the submit button at the bottom of form to complete.
  - vi. You will have the option to print your completed form after clicking the submit button.

**Three is the maximum number of vendors for the form. If you wish to contact additional vendors please submit an additional form.**

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**Employee Contact Information**

Project/Request Name:  Reference Number: 1000000012

Employee Name:  Employee Email:

Department:  Division:  Section:

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**1. Vendor Information**

Vendor Certification Number: DE03090365

Vendor Name: A & C Environmental Services

Vendor Phone: 215-291-4979

Vendor Website:

Vendor Email: aandcenvir.services@verizon.net

Vendor Fax: 215-291-4979

**Method of contact** Phone:  Email:  Fax:

Vendor Response:  Submitted proposal/bid/quote:

Awarded Contract:

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**Description of Service:**

**Employee Feedback:**





9. After clicking the submit button, you will be given the option to print the form and save for your records.

### Supplier Diversity Pilot Project Compliance Form

Thank you for submitting your information, reference number 1000000011 has been properly filed. [Printer Friendly Version of Completed Form](#)

### Supplier Diversity Pilot Project Compliance Form

Print this Form!

#### Employee Contact Information

Project/Request Name: Test 2      Reference Number: 1000000011  
Employee Name: Jay Burks      Employee Email: ljay.burks@state.de.us  
Department: 10      Division: 02      Section: 50

#### 1. Vendor Information

Vendor Certification Number: DE04010399  
Vendor Name: Creative Event Designs by Bobbi      Vendor Email: creativeevents@msn.com  
Vendor Phone: 302-454-0400      Vendor Fax: 302-454-0454  
Vendor Website:  
**Method of contact**      Email:      Fax: No  
Phone: Yes      No  
Vendor Response: Yes      Submitted proposal/bid/quote: No  
Awarded Contract: Yes

**Description of Service:**  
Marketing research

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